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*6-13
Newman*

Dahlias for 1934



ANALEE MCCLURE

*A Broomall-Stephenson introduction for 1934-35.
Mr. Broomall's finest undisseminated seedling to date.
Watch for this one!*

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Stephenson Dahlia Gardens
2318 Hill Street
SANTA MONICA, CALIFORNIA
Phone 618-34
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G. F. STEPHENSON

I. M. STEPHENSON

STEPHENSON DAHLIA GARDENS

2318 Hill Street
SANTA MONICA, CALIFORNIA
Phone 618-34



Announcement!

We are pleased to announce that Mr. J. J. Broomall of Eagle Rock, Calif., has selected us as his representative and will in the future devote his time originating exclusively for us. Mr. Broomall is the Dean of all dahlia growers, and all lovers of this wonderful flower know, or should know, his record of creating some of the best the world has seen.



GENERAL INFORMATION

ORDER EARLY—Root shipments are made after February 1. Plants are ready about April 1.

WE GUARANTEE that all roots are sent true to name and in good growing condition.

TERMS—Cash with order, please. On retail orders for California delivery, 2½% should be added to the amount to comply with Sales Tax Law.

FULL DIRECTIONS for the care of your dahlia garden are included with each shipment.



EXPLANATION OF TYPES

(According to the American Dahlia Society classification.)

INFORMAL DECORATIVE (I. D.)—Double flowers, full to the center, usually with long, twisted petals, and often irregular in arrangement.

FORMAL DECORATIVE (F. D.)—Double flowers, full to the center, usually with broad, flat petals, often rounded at the tips, and regular in arrangement.

CACTUS (C.)—Double flowers, full to the center, with long, narrow, pointed petals, incurved, recurved or straight, but rolled more than half their length.

SEMI-CACTUS (S. C.)—Double flowers, full to the center, with coarse, twisted petals, usually somewhat incurved, and rolled ordinarily less than half their length.

OUTSTANDING INTRODUCTIONS FOR 1934

ELEGANCE (Semi-Cactus) (Ballay)

Center and tips of petals yellow, body of flower glistening coral. This variety is classified as semi-cactus but is not far removed from the true cactus type. It is a full, deep flower with ideal habits. Described on the 1933 American Home Roll of Honor as "a most pleasing variety that produces a wealth of bloom of very pleasing and artistic appearance.

Plants \$7.50



ELISSA LANDI (Cordes)

A Dahlia with personality. A formal Decorative with slightly wavy petals and, when fully opened, forms almost a perfect ball. The color is a clear bright salmon tone, shading to an apricot-orange. Does not fade or burn. Stems are strong and wiry. Foliage is dark and of good substance. This is a true beauty and an exceptionally good cut flower. On the 1934 ROLL OF HONOR.

Roots \$10.00 Plants \$5.00

GRANDEE (Inf. Dec.) (Ballay)

Light opal-red, shaded orange-yellow. Winner of the 1933 American Home Achievement medal at San Francisco and the largest flower at the California Flower Festival. For great size, we are inclined to think Grandee will surpass them all. It has been a sensation wherever shown. Six blooms, all measuring 14 to 15 inches, on one plant 4 foot tall, is not unusual. ROLL OF HONOR Dahlia. Stem positively good.

Plants \$7.50



LOUISE BATES (Semi-Cec.) (Cordes)

Another fine Dahlia from this well-known grower. A semi-cactus of a clear lavender color. Stems and foliage are good. The flower is large and can be grown to 14-inch diameter. A very prolific bloomer. At Storrs' this season, 12 blooms were counted on one plant, all 10 inches or over, and there were 20 flower buds forming. This will be a winner for your garden.

Plants \$5.00

LORD OF AUTUMN (Inf. Dec.) (Almy)

Described by Mr. Almy as the LARGEST and MOST BEAUTIFUL YELLOW yet produced. The bloom grows to 12-inch diameter by 7 to 9-inch depth. The color is a rich, deep golden-yellow, and the formation is as wonderful as the size. The long, pointed, and slightly twisting petals recurve until the stem is entirely hidden for 6 inches or more, making a flower resembling a giant "Mum". Stems are stiff and cane-like, 3 to 4 feet long. 1934 ROLL OF HONOR.

Plants \$7.50

MAE WEST (Inf. Dec.) (Gates)

A beautiful Dahlia of good size, borne erect above the foliage on strong, wiry stems. The coloring is a soft rosy-pink, shading delicately to the center into a rich gold. A splendid cut flower.

Roots \$10.00 Plants \$5.00

SPOTLIGHT (Inf. Dec.) (Cottage Grove Gardens)

A new Informal Decorative of clear sulphur-yellow coloring, lighter at the tips. Blooms 10 to 12 inches and 6 inches deep. Air-tight centers with long, rigid stems. Flower is right and does not droop. Winner of the American Home Achievement medal at Seattle, Washington, and another ROLL OF HONOR Dahlia.

Plants \$5.00

WASHINGTON GIANT (Inf. Dec.) (Lee)

Winner of the American Home Achievement Medal, 1933, at Portland, Oregon. Informal Decorative, with broad waving petals, with narrow curling petals between. One of the largest Dahlias grown, 12 inches by 7 inches in depth. Stems are strong and hold the giant blooms always erect above the foliage. Color, orchid-pink and lavender, blended with white at center. A Dahlia with splendid habits and medium height. ROLL OF HONOR.

Plants \$5.00

OUTSTANDING VARIETIES

ACHIEVEMENT (S. C.) (Ballay)

Gold with bronze shadings. Won the Achievement in 1930. A Roll of Honor Dahlia in 1931. 12-inch blooms of good depth on perfect stems. A good cut flower.

Roots \$2.50 Plants \$1.25

AMELIA EARHART (S. C.) (Cordes)

Apricot buff with salmon shadings. Bloom is richly colored, large and deep, with good stems. Winner of two Achievement Medals and a Roll of Honor Dahlia. Has been a consistent winner since introduced in 1932.

Roots \$10.00 Plants \$5.00

CHAS. G. REED (F. D.) (Ballay)

Petunia red with dark green foliage and good stem. Roll of Honor Dahlia. We exhibited a bloom of this variety at the 1933 Los Angeles Show and won FIRST for the most perfect individual flower.

Roots \$1.50 Plants \$.75

DAILY MAIL (I. D.) (Stredwick)

Deep yellow, shaded orange. An English Dahlia of good size and splendid habits.

Roots \$1.50 Plants \$.75

EAGLE ROCK BEAUTY (I. D.) (Broomall)

A beautiful combination of pink and cream with immense blooms held erect on strong stems.

Roots \$1.00 Plants \$.50

EAGLE ROCK FANTASY (I. D.) (Broomall)

Clear lavender-pink. A Dahlia of extraordinary charm. It has size, color, and good habits. Roll of Honor.

Roots \$3.00 Plants \$1.50

EAGLE ROCK SUPERBA (F. D.) (Broomall)

The color is amaranth pink. A large flower held erect on perfect stems.

Roots \$2.00 Plants \$1.00

FULL MOON (F. D.) (Ballay)

An immense flower of canary-yellow coloring, blooms easily measuring 12 inches across. Full to the center, both early and late, with blooms always facing upright. Perfect stems. Roll of Honor.

Roots \$5.00 Plants \$2.50

HARRIET NEAL (I. D.) (Wickersham)

Color, gold with buff shadings. Winner at New York Show 1933. Good keeper, and great exhibition flower.

Roots \$10.00 Plants \$5.00

JUGEND SPRACHT (C.)

A new German introduction of salmon color with cream center. Splendid grower.

Roots \$1.50 Plants \$.75

KAWeah (I. D.) (Meussdorffer)

Deep cerise, shaded with rose. Blooms measuring 15 inches across have been exhibited by the originator. In addition to immense size, it has splendid form, substance, and size.

Roots \$7.50 Plants \$3.75

LA FIESTA (I. D.) (Cordes)

A large Informal Decorative of butter-yellow, pencilled red. The flower is made up of a mass of curling, twisting petals held high above the foliage. A winner.

Roots \$7.50 Plants \$3.75

LAURINE STOCKWELL (S. C.) (Cordes)

A real beauty in a pleasing combination of rich pink with cream center. Flowers from 8 to 10 inches across by 4 to 6 inches in depth, held erect on strong stems.

Plants \$1.50

MONMOUTH PENNANT (I. D.) (Kemp)

An impressive bi-color that is very showy. The colors of scarlet and white are sharply defined. On the Roll of Honor in 1932.

Roots \$3.00 Plants \$1.50

MRS. CHAS. G. REED (I. D.) (Garrity)

Pure white. This Dahlia has good stems and most excellent habits. Scored 85 at Storrs' and has made a record in the shows on the Pacific Coast.

Roots \$5.00 Plants \$2.50

MURPHY'S MASTERPIECE (I. D.) (Murphy-Success)

Dark red with garnet shadings. An Achievement Medal Winner and Roll of Honor Dahlia. Winner as the largest bloom at the World's Fair Show.

Roots \$7.50 Plants \$3.75

MYRA HOWARD (I. D.) (Dahliadel)

Ochreous orange. A wonderful plant and thrifty grower. An Achievement Medal Winner.

Roots \$4.00 Plants \$2.00

PALO ALTO (S. C.) (Ballay)

Semi-cactus in two tones of salmon color, with stem stalks very tall, straight and long jointed. The color is positive and clear, and blooms measure 10 to 12 inches with 6-inch depth. Blooms freely both early and late. A fine grower and exhibition flower. Roll of Honor.

Roots \$10.00 Plants \$5.00

RUDY VALLEE (S. C.) (Broomall)

Chrome yellow, shading to deep orange. Flowers large, full centered and held well above the foliage on long, straight stems. A vigorous grower.

Roots \$2.00 Plants \$1.00

SATAN (S. C.) (Ballay)

Flaming red with slight touch of gold at the center. The horn-like petals, so perfectly rolled and incurved, give rare form to the flower. This huge Dahlia scored 87 at Storrs', is winner of the Achievement Medal and is on the Roll of Honor. Blooms 13 across and 6 inches deep are not unusual. Has had a sensational record in the showroom.

Roots \$5.00 Plants \$2.50

WHITE WONDER (I. D.) (Kemp)

This huge white has long, gracefully waving petals, with good depth. Perfect stem and good foliage.

Roots \$4.00 Plants \$2.00

GENERAL LIST

	Color	Roots	Plants
ALICE BOSS (Cordes)	Pink and cream.....	\$ 1.00	\$.50
AMBASSADOR (Broomall)	Buff and pink.....	1.00	.50
ANDREA ERICKSON (F. & M.)	White.....	4.00	2.00
BUCCANEER (Cactus)	Red.....	1.00	.50
CLAIR DE LUNE (Cores)	Yellow.....	1.00
CONQUISTADOR (Ballay)	Yellow and pink....	1.00	.50
CORINGA (Broomall)	Orange.....	1.00	.50
DAHLIAMUM (Ballay)	Yellow.....	1.00	.50
DERRILL W. HART (Broomall)	Orange-bronze	2.00	1.00
DONNA CALIFORNIA (Ballay)	Rose.....	2.00	1.00
DOT FARLEY (Vernon)	Peach	10.00	5.00
EAGLE ROCK GEM (Broomall)	Yellow and pink	2.00	1.00
EAGLE ROCK SUNSHINE (Broomall)	Yellow..	1.00	.50
EAGLE ROCK SUPERBA (Broomall)	Pink.....	2.00	1.00
EAGLE ROCK WONDER (Broomall)	Orange and apricot	2.00	1.00
EVELYN MORRIS (Broomall)	Purple.....	2.00	1.00
FAIR ELAINE (Ballay)	Old Rose.....	1.00	.50
FLORENCE LOUISE (Ostrander)	Citron yellow	3.00	1.50
GOODNIGHT (Broomall)	Dark red.....	1.00	.50
GRACE CURLING (Stredwick)	Lilac.....	1.00	.50
HELEN BANNING (Vernon)	Var. lilac and purple50	---
IRENE ANDERSON,	Red with white tips.....	1.50	.75
IVORY (Boston)	Ivory white.....	1.00	.50
JANE COWL (Downs)	Buff.....	.50	---
JERSEY'S BEACON (Waite)	Red-tan reverse..	.50	---
JERSEY'S BEAUTY (Waite)	Pink.....	.50	---
JOHN BOLES (Cordes)	Red.....	1.00	.50
KATHLEEN NORRIS (F. & M.)	Pink.....	1.00	.75
KENTUCKY RED,	Red.....	2.50	1.25
MARY ELLEN (Loller)	Violet rose.....	2.00	1.00
MARYLAND GLORY, American Beauty red	2.00	1.00
MARIAN BROOMALL (Broomall)	White and lavender-pink	2.00	1.00
MIRAFLORA (Broomall)	White and lavender..	2.00	1.00
MOONLIGHT (Broomall)	Yellow.....	2.00	1.00
MONMOUTH CHAMPION (Kemp)	Orange scarlet	1.50	.75
NARCISSA (Ballay)	Yellow.....	2.50	1.25
PRINCE OF PERSIA (Newsom)	Red.....	2.00	1.00
PROSPERITY (Lee)	Pink.....	2.00
RAPIDAN (Ballay)	Golden bronze.....	2.50	1.25
RED LION (Ballay)	Red.....	1.50	.75
ROSE ELLEN VARBLE (Broomall)	Coral pink..	2.00	1.00
ROYAL FLUSH (Ballay)	Scarlet.....	2.50	1.25
SHAHRAZAD (Newsom)	Rose-pink.....	2.50	1.25
TACOMA BEAUTY (Lee)	Salmon-pink.....	3.50	1.75
THE WORLD (Dahliadel)	Magenta.....	.50	---
THOS. EDISON (Dahliadel)	Purple.....	1.00	.50
TOMMY ATKINS (Boston)	Scarlet.....	.50	---

DAHLIA PLANTS

are sprouts or cuttings taken from stock of named varieties, started early in the greenhouse, rooted in sand benches, potted and grown inside until established, then moved to cold frames for hardening off, ready for shipping and field planting.

If you do not grow your dahlias from green plants, we suggest that you give them a trial, for, when properly grown from healthy stock and given the care that any plant requires, they will give you better blooms and will make a nice clump of roots for future plantings. However, they must be cultivated and watered, and, if insects bother, sprayed with an insecticide.

Dahlia Green Plants are ready for shipment after April 1st, and will bloom at about the same time as roots that have been planted three weeks earlier. The price of plants is one-half or less than the price of roots of the same variety. We recommend their use very highly, especially for our local conditions in Southern California.



DAHLIA SEED

California-grown seed from the best and largest varieties. Our seed garden contained over twenty-five Honor Roll Dahlias, and grown under ideal conditions. There is no finer seed produced. Such seed is never plentiful. The better the seed you plant, the better your opportunity to originate a new variety. We can supply this seed in named varieties or in mixture.

Price \$5.00 per 100 net